# Title

NAME:

EMAIL:

PHONE:

ORGANISATION:

DATE:

# Pointers

- ◦ Do keep your messages short & clear. Avoid long paragraphs of descriptive text.
- ◦ Avoid confidential information but give enough non-confidential information to describe your idea. We may share this pitch with others for the purpose of review and assessment of the proposal
- ◦ Delete the support text in red while submitting the pitch

# Elevator pitch

Describe the product/process/service you are developing and its value proposition in a very brief manner (<50 words).

# Team

Founding team

| Name | Qualifications | Experience Summary | Key Skills | Commitment (Part-time/full time) |
|------|---------------|--------------------|-----------|----------------------------------|
|      |               |                    |           |                                  |
|      |               |                    |           |                                  |
|      |               |                    |           |                                  |

Key Advisors/Mentors

| Name | Qualifications | Experience Summary | Key Skills | Commitment (Part-time/full time) |
|------|---------------|--------------------|-----------|----------------------------------|
|      |               |                    |           |                                  |
|      |               |                    |           |                                  |
|      |               |                    |           |                                  |

# Problem/ Opportunity

**<u>1 slide</u>**

What are the top problems you are trying to solve for your customers/new opportunity that you have identified?

What are the existing alternatives to address the problem? Identify the main competition and their limitations.

# Solution/ Technology

What is your solution? List down top features of your solution that will address the problems you have listed.

# Current Status/ Stage

Is it Idea, prototype, product or revenue generating

Briefly mention about the current status of your startup/ technology/ product

# Product demo

Share any pics, videos or YouTube links or actual demo of your product. Confidential, finer details are not required.

# Unique Value proposition

What are the key benefits your product/service will provide to customers?

# Competitive Advantage

What are your "unfair" advantages that cannot be easily copied or bought? E.g. IP, cost, network effects, data, exclusive contracts, etc..

# Customer Segments & Market Size

**<u>1 slide</u>**

For whom are you creating value for? If relevant, segment customers based on needs/ behaviours/ other traits.

What are the market sizes?

# Channels

Paths proposed to be taken to reach your target customer segments for awareness, evaluation, purchase, distribution, & after-sales services. These can be your own or partner channels.

# Revenue streams

How are you going to make your money? Link to customer segments & value propositions.

# Costs

Costs of key activities, linked to value propositions.  Consider fixed and variable costs of selected business model, connected to product development cost, customer acquisition, personnel, etc.

# Key Metrics & Validation

What are the things you will measure to validate your hypotheses / measure progress of your proposed venture?

What have you done to validate your assumptions about the problem/need & your proposed approach?

# 18 month plan

Break down your key metrics in 18 months plan

Current stage of product development & plan for next 18 months, along with milestones targeted.

# Why do you want to come to jTBI?

# Canvas

| Problem | Solution | Unique Value Proposition | Unfair Advantage | Customer Segments |
|---|---|---|---|---|
| Top 1-3 problems | *Outline a possible solution to each problem* | *Single, clear, compelling message that states why you are different and worth paying attention* | *Something that can't be easily copied or bought* | *List your Target customers and users* |

**Key Metrics**

*List the numbers that tell you how your business is doing*

**Channels**
*List your Path to customers*

**EXISTING ALTERNATIVES**

*List how are these problems solved today*

## Cost Structure
*List your fixed and variable cost*
*Customer Acquisition costs*
*Distribution costs*
*Hosting*
*People, etc.*

## Revenue Streams
*List your sources of revenue*
*Revenue Model*
*Life Time Value*
*Revenue*
*Gross Margin*